



THE CITY OF PLEASANTON



OVERVIEW OF YOUR CITY GOVERNMENT



ABOUT THE CITY OF PLEASANTON



Historical Overview

The area that grew to be the city of Pleasanton played a significant role in California history: as a Native American settlement and later a Spanish settlement during the Mission period, a growing crossroads during the Gold Rush and railroad development eras, and in the agricultural and filmmaking industries.

The city's environs were settled 4,000 years ago by the Ohlone Indians and became a thriving agricultural area when the Spanish arrived in the 1770s. Located along the first Transcontinental railway, the area was known as Alisal in the 1850s when it served as a main mercantile stopover during the Gold Rush era and also enjoyed the nickname, "The Most Desperate Town in the West," due to a proliferation of bandits who ambushed unsuspecting gold miners returning with their riches.

Rolling grasslands were dotted with cattle and the area was home to the largest hops crop in the United States. The town was also home to a 500 acre ranch purchased in the 1880s by George and Phoebe Apperson Hearst.

Pleasanton was incorporated in 1894 and named for Major General Alfred Pleasanton of the Union Army. A typographical error by the U.S. Post Office is believed to be responsible for the current spelling of the City's name.

Vision Statement

Pleasanton is a well-planned, balanced community with desirable neighborhoods, an award-winning downtown with a small-town character, a diversified economic base, excellent schools, and a wide variety of community facilities. Pleasanton is a great place to live, raise a family, work, and do business.

As the City approaches buildout in the next few years, it will strive to maintain these desirable qualities by continuing to develop a safe, convenient, and uncongested circulation system; by providing a comprehensive system of bicycle and pedestrian trails; by providing additional recreational and cultural facilities for the health and well-being of its residents; by strengthening outreach to business of all sizes; and by preserving natural resources, including water and air quality, and the community's environmental sensitivity. The City will seek to minimize health and safety hazards.

Pleasanton is committed to sustainable community principles and will meet the needs of the current generation without compromising the ability of future generations to meet their needs. Pleasanton will maintain a positive and productive relationship with the Tri-Valley region, working collaboratively to address traffic and land use issues. The City will

continue to emphasize community participation and model the principles of the "Community of Character" of respect, responsibility, compassion, self-discipline, honesty, and integrity. The City's future, this vision, will depend upon maintaining a balanced budget, using its financial resources wisely, and continuing to promote Pleasanton as the premier place to live, work, and do business.

Population

Pleasanton's rural character remained largely unchanged until the 1960s, when the city underwent a period of unprecedented growth, joining other burgeoning Bay Area cities. Pleasanton's population of 4,203 in 1960 exploded to more than 35,000 residents in 1980.

Year	Population	Pleasanton Jobs
1990	50,553	27,686
2000	65,712	58,931
2010	70,537	52,401
2017	75,916	55,625

By the mid-1980s, Pleasanton was the third fastest growing city in California. Realizing such growth would change the face of the City forever, community leaders sought to manage development by adopting the motto, "City of Planned Progress," and worked to ensure that infrastructure planning met residential and commercial needs while retaining the area's historical flavor and heritage. This approach has served the community well as Pleasanton has grown to more than 75,000 residents.

A large number of Pleasanton's residents are young families drawn to the superior

elementary and secondary school system. As Pleasanton grows, its population is diversifying. Currently, there are many cultural and recreational programs for all ages and interests. Local churches, community based organizations, the City of Pleasanton, and the Pleasanton Unified School District have all implemented programs to celebrate ethnic and cultural diversity.

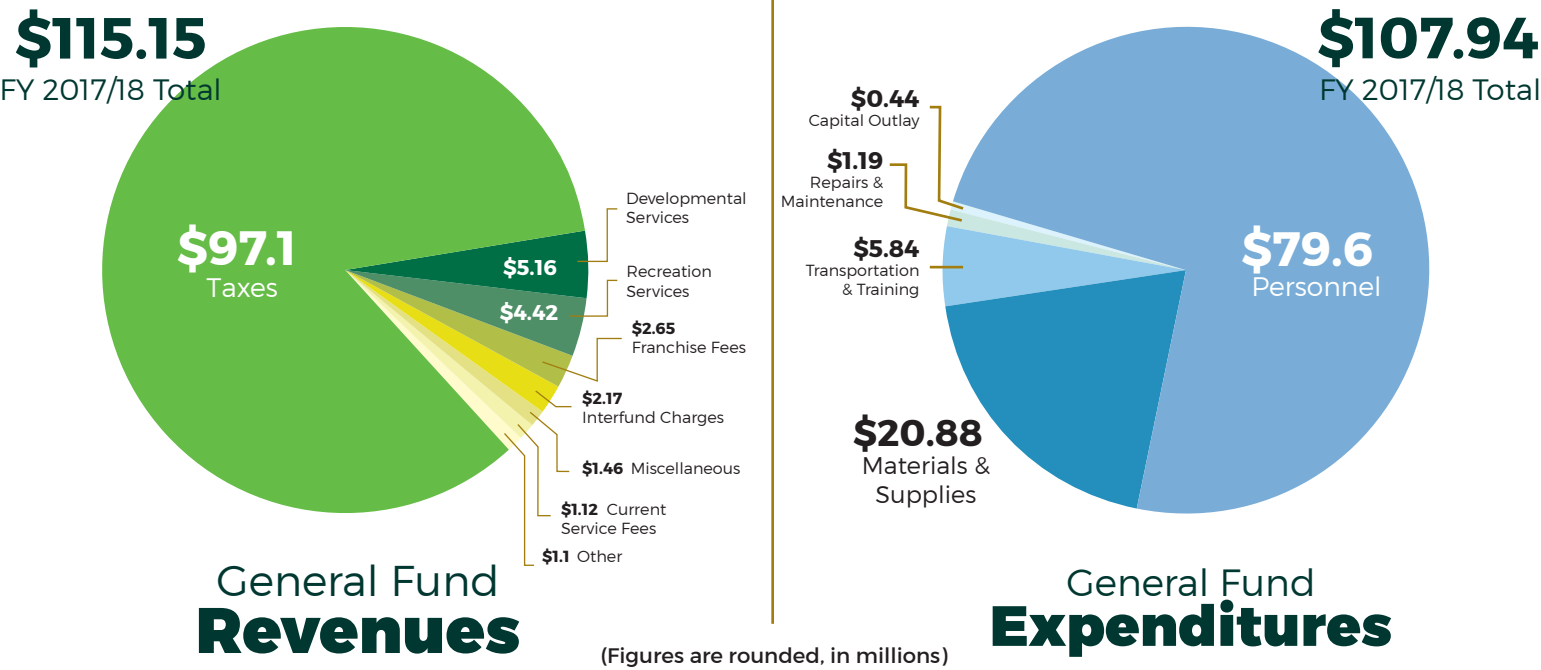
Thriving Commercial Hub

Pleasanton companies positively impact the City's financial health with close to 60 percent of Pleasanton's General Fund tax revenues coming directly or indirectly from business. This revenue helps pay for police and fire services, public works operations, and community services activities.

Pleasanton's business community is noted for its productivity and progressiveness. There are approximately 55,000 employees working within the more than 22 million square feet of commercial, office, and industrial space throughout the City, with strong industry sectors in information technology, life sciences, and professional, technical and scientific services.

Businesses indicate they are attracted to Pleasanton for the highly educated, skilled and diversified regional labor force. Satisfaction among business owners and executives is high in Pleasanton, with 91% of local leaders indicating that Pleasanton is a good or excellent location to do business, and 80% reporting that they expect their business to remain in Pleasanton five years from now.

YOUR LOCAL GOVERNMENT EXPENDITURES & REVENUES



CITY BUDGET

YOUR TAX DOLLARS

AT WORK

To fund the valuable services and programs that drive the community, the City generates revenue through taxation, franchise fees, and program revenues. The charts above demonstrate how the City collects its financial resources and how they are spent.

Full Service City

The City of Pleasanton is a full service city, meaning that it directly provides all of the services that a community expects from local government, such as police, fire, streets, water, sewer, building and planning, parks and recreation and the administrative services that support those functions.

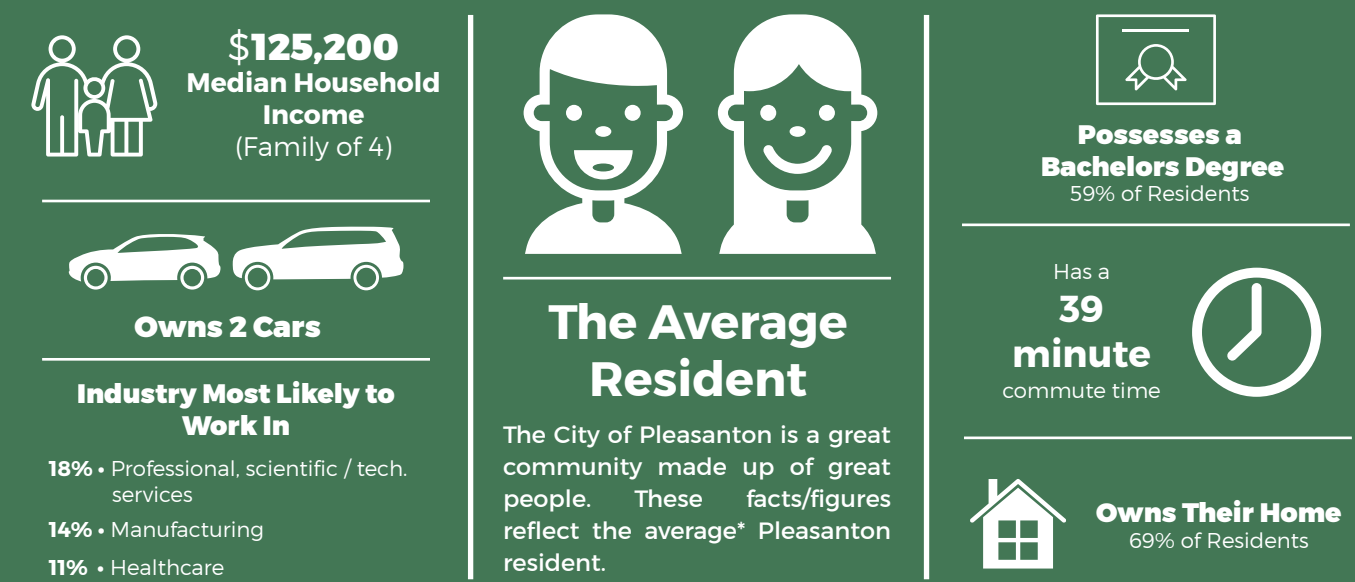
Through this direct service model, the City of Pleasanton is able to uphold a high-quality standard for all of its program and services, and reallocate resources when necessary to respond to changing community needs. Across its various departments, the City currently employs over 420 full-time and several hundred seasonal part-time employees (not including Fire Department personnel).

Balanced Budget

The City of Pleasanton prides itself on a balanced, fiscally prudent and well-managed budget. The City uses a two-year budget cycle, beginning July 1 and ending June 30, with annual periods of readjustment. The budget is a direct reflection of the priorities, goals and objectives as outlined in the two-year City Council Work Plan.

Through the budget development process, staff is able to plan for the requisite amount of resources needed to accomplish those goals and objectives, as well as make predictions about revenue amounts collected through City programs.

PLEASANTONIANS BY THE NUMBERS



THE CITY OF PLEASANTON KNOW YOUR GOVERNMENT



City Government Structure

Pleasanton's Council-Manager form of government combines the leadership of elected officials with the managerial experience of an appointed City Manager. All power and authority to set policy rests with the elected governing body, which includes the mayor and members of the city council.

Every even-numbered year, two city Councilmembers and the Mayor are elected to at-large (non-districted) positions, with Councilmembers serving a four-year term and the Mayor serving a two-year term. A Vice Mayor is selected by the Mayor each calendar year. The Mayor and Council are subject to term limits of eight years.

The City Council appoints the City Manager and City Attorney, as well as members of the City's commissions and committees.



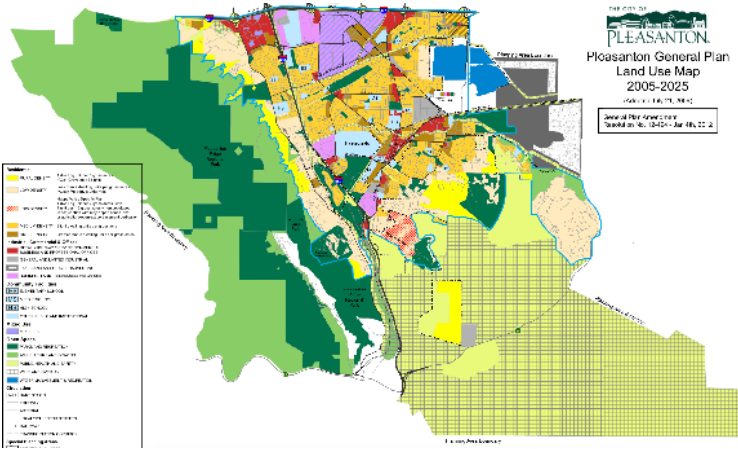
City Attorney
Dan Sodergren
The City Attorney advises the City Council, the City Manager and City staff in all legal matters pertaining to City business.



City Manager
Nelson Fialho
The City Manager provides leadership and direction to the organization in response to City Council priorities, community needs, and fiscal policies.

City of Pleasanton General Plan

A Guiding Document for Pleasanton's Future



The General Plan is the official document used by city decision-makers and citizens to guide the long-range development of land and the conservation of resources in Pleasanton. It is the key document with which all other city ordinances and policies must be consistent. Considered to be the city's "blueprint" for the future, it provides the bridge between the community's values and development decisions to be made by the City.

The General Plan contains thirteen elements (chapters). Each element provides discussion regarding existing conditions; projections for the future; and related goals, policies and programs.

The thirteen elements are:

- | | |
|-------------------------------|------------------------|
| • Land use | • Water |
| • Circulation | • Noise |
| • Housing | • Air quality |
| • Public safety | • Community character |
| • Public facilities | • Economic/fiscal |
| • Conservation and open space | • Subregional planning |
| | • Energy |

The City of Pleasanton 2005-2025 General Plan is available on the City's website or by contacting the Community Development Department.

PLEASANTON CITY COUNCIL

Pleasanton's City Council is a five member body comprised of at-large elected representatives from within the community. The City Council is the primary decision-making body that develops City policies and local legislation, and helps to

foster and maintain the established community character. The City Council provides City staff with direction on City goals and major projects, and leads the City and community in the development of plans for Pleasanton's future.



Jerry Thorne
Mayor



Karla Brown
Councilmember



Kathy Narum
Councilmember



Arne Olson
Councilmember



Jerry Pentin
Councilmember

Components of a City Council Meeting

Consent Calendar: All matters listed on the Consent Calendar are considered routine and are acted upon in one motion. This section of the agenda does not require the discussion of individual items unless requested by a member of the Council or the public.

Meeting Open to the Public: This is the time when anyone in the audience can address the Council about matters that are not on the agenda. Because it is not legal for the Council to discuss matters not on the agenda, any issue brought up under this section of the agenda will typically be referred to staff and may return to the Council as a regular item on a future agenda.

Public Hearings: Those who wish to speak on matters set for public hearing will be heard when the Mayor calls for comments from the audience. After all interested parties have spoken, the hearing will be closed and the matter will be discussed and acted upon by the Council.

Matters Initiated by Council: Issues related to Council projects or priorities are handled in this section of the agenda. Typically, items appearing in this section are reviewed and discussed by the Council, followed by the appropriate action.

Meeting Procedures

Workshop: Workshops are public meetings where the City Council can conduct informal and in-depth discussion on specific issues without issuing official action.

Closed Session: The Council may have a 'closed door' meeting, allowed by State law, to discuss legal matters and certain matters related to labor relations and real estate transactions.

Quorum: At least three Council members must be present in order to conduct a City Council meeting.

Resolution: The Council adopts resolutions to approve a policy or direct certain action. Only one reading is required and it can be changed with a subsequent resolution.

Referral: If the Council requires more information on an item, it may refer that item to City staff, an advisory commission or committee for review and a recommendation.

Ordinance: An ordinance is a local law adopted by legislative action of the City Council. It requires two readings at separate Council meetings and becomes effective 30 days after the Council approves the second reading.

Motion: Motions are the vehicles for decision-making by a body and are subject to discussion and debate.

COMMISSIONS AND COMMITTEES

Commissions and committees are an important element of city government. The City Council relies on these bodies to provide recommendations on many important community issues. Commission and committee members are appointed by the City Council. Service on these commissions is voluntary and indications of interest are always welcomed.

Bicycle, Pedestrian, and Trails Committee
Advises the Parks and Recreation Commission and City staff on bicycle, pedestrian and trail related items; reviews, prioritizes and provides input on policies related to bikeways and trails.

Civic Arts Commission
Promotes the acquisition, construction, and installation of public art in Pleasanton and advises the City Council on matters related to city-sponsored arts and cultural programs.

Committee on Energy and the Environment
Works closely with City staff on a broad range of initiatives focused on energy and environmental issues and strategies reflecting community opportunities, needs and interests.

Economic Vitality Committee
Assesses Pleasanton's business climate, reviews issues that may impact it, and offers suggestions and recommendations to the City Council in order to maintain a strong local economy.

Housing Commission
Responsible for initiating and pursuing opportunities for developing, promoting and retaining affordable housing within the community and the region.

Human Services Commission
The Human Services Commission makes recommendations to the City Council on the human service needs of the community, with particular emphasis to the needs of the socially and economically disadvantaged, youth, and the elderly.

Library Commission
Advises the City Council on matters related to library services and programs.

Parks and Recreation Commission
Advises the City Council about recreation and senior programs and capital budgets for park development and improvements.

Planning Commission
Advises the Council on land use matters including zoning issues, use permits, variances and site and architectural plans, makes recommendations regarding development plans submitted by the City's Planning Department, and is also responsible for annual General Plan and specific plan reviews.

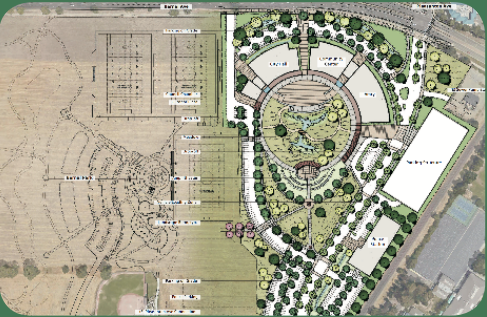
Youth Commission
The Youth Commission advises the City Council on youth-related issues and is responsible for the implementation of the City's Youth Master Plan.

COUNCIL PRIORITIES WORK PLAN

Have you ever wondered just how the City of Pleasanton decides which projects to prioritize in coming years?

Every two years, the City Council establishes a list of projects and major initiatives to be completed in the following two-year period. This list becomes the guiding document for City staff to develop plans and allocate resources, and many City projects have originated through this process.

Below are some recent examples of City Council Priorities projects.



Civic Center/Library Master Plan



Design & Construct New Fire Station #3



Develop Community Farm Master Plan



GETTING INVOLVED WITH YOUR LOCAL GOVERNMENT

Attend a City Council Meeting

Twice a month, the Pleasanton City Council discusses community issues, provides the staff with broad direction in relation to projects and processes, and creates local rules and regulations. During each meeting, time is allotted to allow members of the public to make comment that the City Council can respond to, or ask staff to address. By attending a City Council meeting, you can have your voice heard about issues that are important to you.

Volunteer your Time

The City of Pleasanton offers a variety of volunteer opportunities that fit every need, personality, skill-set and age group. Volunteering is a great way to get involved in your local community

in areas that you are interested, and many programs in the City rely on volunteers to function. You can find volunteer opportunities on the City's website.

Join a Commission or Committee

A strong democracy depends on engaged citizens willing to step forward and serve to help shape the future of their community.

The City of Pleasanton has a wide variety of commissions and committees that help to advise the City Council in policy decisions related to that commission/committee's purview.

To find out how you can join a commission or committee, please contact the Pleasanton City Clerk.

Contact Information at a Glance

Knowing how your City works begins by knowing who does the work, and who to contact for information about City projects and processes. Below is the contact information for the individuals who oversee City operations and functions.

Mayor & City Council citycouncil@cityofpleasantonca.gov 925-931-5001	Director of Community Development Gerry Beaudin gbeaudin@cityofpleasantonca.gov 925-931-5600	Director of Finance Tina Olson tolson@cityofpleasantonca.gov 925-931-5400	Director of Library Services Heidi Murphy hmurphy@cityofpleasantonca.gov 925-931-3400
City Manager Nelson Fialho nfialho@cityofpleasantonca.gov 925-931-5002	Director of Community Services Susan Andrade-Wax sandradowax@cityofpleasantonca.gov 925-931-5340	Livermore-Pleasanton Fire Chief Ruben Torres LPFDPostmaster@lpfire.org 925-454-2361	Director of Operations and Water Utilities Kathleen Yurchak kyurchak@cityofpleasantonca.gov 925-931-5500
City Attorney Dan Sodergren dsodergren@cityofpleasantonca.gov 925-931-5015	Director of Economic Development Pamela Ott pott@cityofpleasantonca.gov 925-931-5040	Director of Human Resources and Labor Relations Debra Gill dgill@cityofpleasantonca.gov 925-931-5048	Police Chief Dave Spiller dspiller@cityofpleasantonca.gov 925-931-5100
Assistant City Manager Brian Dolan bdolan@cityofpleasantonca.gov 925-931-5002	Director of Engineering Steve Kirkpatrick skirkpatrick@cityofpleasantonca.gov 925-931-5676	Director of Information Technology Allen Hammond ahammond@cityofpleasantonca.gov 925-931-5084	Public Information Officer Tracy Dunne tdunne@cityofpleasantonca.gov 925-931-5044
City Clerk Karen Diaz kdiaz@cityofpleasantonca.gov 925-931-5027			

*Information presented in this guide is based on data gathered by the City of Pleasanton, U.S. Census, Association of Bay Area Governments, and datagov.io

